



HOW STYLES DO CHANGE

But we never get shop-keepers on our hands. When new and in style we put

The Giant Powder of Low Prices

Under and blow them out. Mighty Dollar Mutiny—Old Time Credit Methods all dead. See what

\$1.50

In Live Money will do with us.

ROANOKE SHOE CO.,

Spot Cash Money Savers,

13 Jefferson Street, ROANOKE, VA.



Isn't It Delightful

TO SIT ON A SHADY PLAZZA IN A COOL AND COMFORTABLE BIG EASY CHAIR—ONE OF THESE \$2.00 CHAIRS OF OURS, FOR INSTANCE, JUST AS CONVENIENT AND COMFORTABLE INDOORS AS OUT—ALWAYS SERVICEABLE AND COOL. YOU MIGHT DROP IN AND LOOK THEM OVER IF YOU'RE DOWN THIS WAY. THEN WE HAVE OTHERS THAT ARE PRETTIER FOR A TRIFLE MORE.

VERY TRULY YOURS,

Cincinnati Instalment Co.,

Salem Ave. and Commerce St.

"Gold and Silver"

Call and see our latest Campaign Design. A Catchy Novelty.

HUNTER & CO.

127 Salem Avenue S. W.

'Phone 198.

Roanoke College,

SALEM, VA.

COURSES FOR DEGREES, WITH ELECTIVES: high standard. Also, Commercial and Preparatory Courses. Library 30,000 volumes. Working laboratory. Good morals and discipline. Six churches; no barrooms. Healthful mountain climate. Very moderate expenses. 4th year begins September 10th. Catalogue, with views, free.

Julius D. Dreher, President.

FIRST CLASS BOARD AND MEALS

SERVED AT ALL HOURS AT

Mrs. A. S. Rose's, No. 9 1/2 Norfolk Ave. S. E., in front Passenger Depot.

Rates per day, \$1; or \$15 per month. Hot and cold baths at all hours; also keep on hand a first-class stock of fine Cigars, Tobacco and Candies.

7 10 ft

JERSEY DAIRY CO.

WILL DELIVER PROMPTLY TO ANY PART OF THE CITY

FRESH MILK, CREAM, BUTTER AND BUTTERMILK.

Special attention given to Ice Cream and Water Ice.

ANDY J. HUFF, Manager.

'Phone 38.



Is it Worth While

To spend your money for Posters, Circulars, Cards or Office Stationery—unless the printing is carefully and thoughtfully done, in a business-like manner?



264,000 Sheets per Day

Is about the capacity of our press room. We are quite sure it's equal is not to be found in the State.

Our Facilities

Are kept right up-to-date. The best is none too good for our customers.

We Have Done More Printing

In the past few months than in any similar period of our history. We have more facilities.

The Stone Printing and Mfg. Co.,

NEW, L. STONE, President.

ROANOKE, VA.

COMING AND GOING

F. G. Pitzer, of Bristol, was in the city yesterday.

E. B. Hayth and wife, of Fincastle, are in the city.

C. G. Witt, of Stuart, Va., is in the city on business.

J. M. Peak, of Buena Vista, is a guest at the St. James.

J. B. Tutwiler, of Richmond, was in the city yesterday.

W. A. Glasgow left yesterday on a business trip to Pittsburg.

Geo. W. Shelor, of Bent Mountain, is in the city on business.

A. C. Shortt, of Crewe, was registered at the St. James yesterday.

Frank Wellford, of Lynchburg, was among the visitors here yesterday.

E. A. McCauley, U. S. commissioner, of Salem, was in the city yesterday.

Col. J. W. Watts and Owen Hanvy, of Lynchburg, were in the city yesterday.

Howard P. Barlow, of Mayberry, W. Va., has returned home after a pleasant visit.

Mrs. N. C. Henry and Mrs. M. A. Morris, of Richmond, are guests at the St. James.

Co. S. S. Brooke returned yesterday from a ten days' trip to Crockett's Springs.

Mrs. Jacob Nabe and children left yesterday for a month's visit to Botetourt county.

W. B. James, a prominent newspaper man of Lynchburg, was in the city yesterday.

T. B. Payne went to Lynchburg yesterday to attend the funeral of Miss Ridgeway.

Miss Adelaide Smith, of Farmville, is visiting the family of J. P. Point, on Kimball avenue n. e.

E. L. Moir has returned from Stuart, where he visited a sick sister, who is now improving in health.

Miss O. L. Lavender, Miss A. L. Thomson, W. A. Hatcher and J. T. Craddock were in the city yesterday.

Miss Helen and Master Bartis Van Lew have gone to Radford to visit their sister, Mrs. M. H. Omohundro.

Charlie Hitt, of the Ponce de Leon,

left last night for Franklin county to spend several weeks with relatives.

Robert Matthews, of Martinsville, was in the city yesterday.

Mrs. S. H. Cheatham and her daughter Emma will leave to-day for Lynchburg to spend a short time with relatives.

Mrs. Annie Shanks and her grand-daughter, Eleanor Ponder, left to-day for Smithsburg, Md., to visit her daughter.

Mrs. Joseph Amick and daughter, Miss Cora, arrived in the city yesterday morning and are visiting their daughter and sister, C. E. Eckler.

Mr. and Mrs. Jno. S. Witt, Mrs. M. H. Dinger, Miss Bertha Dinger and Mrs. Stockton Terry, of Lynchburg, were guests at the Ponce de Leon yesterday.

Marvin B. Pace, agent of the Richmond, Fredericksburg and Potomac railroad at Ashland, is in the city visiting his brother, S. B. Pace, of Pace & Bobbitt.

Geo. Weeks, F. Schumacher and Tom Crockett, of Barlow Bros', minstrels, have arrived and are registered at the Ponce de Leon.

Miss Lillie Almond and Miss Nettie Murry, of Lynchburg, who have been visiting Mrs. S. H. Cheatham, at 332 Fourth avenue n. w., will leave to-day for their home.

R. S. Forgie, a prominent farmer of the Goose Creek country, in Bedford county, is visiting friends in the city, and says that not a single man from the head of the creek to its mouth will vote against silver.

Mrs. T. M. Burroughs, of New York, who has been visiting her parents, Mr. and Mrs. Wm. H. Bowles, of 410 Ninth avenue s. w., has gone to Bristol for a few days to visit the parents of her husband, after which she will return to her home in New York.

With our ironing department on the second floor out of the way of the dust, and with plenty of steam from our new boiler, we are now prepared to do better work than ever at the Radford Steam Laundry. Tiy us.

Catogni serves excellent lunches.

Why go to the seashore? It will cost you less to take your Salt Water Baths at home. Sea Salt in sacks at Massie's Pharmacy.

PAY-DAY BARGAINS ALL THIS WEEK.

AT DOMESTIC COUNTER.

The celebrated Lancaster Mills Gingham, in small and medium staple styles (commonly called apron checks) in every color and style, the best Gingham in the market, to go Bargain Week for only 5c a yard.

The justly celebrated Barker Mills Bleached Muslin, full yard-wide, about same weight as "Fruit of the Loom," regular price is 8c, to go Bargain Week for only 6 1/2c.

Balance of stock of best 10c Percales to go this week for only 8c per yard.

2 3/4c per yard, a large lot of pretty dainty Scotch Lawns. These are 27 inches wide and the finest grade lawns ever put upon the markets for 5c in the regular way. Our bargain price only 2 3/4c.

8c per yard, our entire line of the finest regular 12 1/2c Dimities, Organdies and Duchesse Jaconets. These include all the Persian and Dresden Patterns and all the linen effects. Not a yard of these has been offered for less than 12 1/2c. Bargain week price, 8c.

12 1/2c per yard, one lot fine Silk Striped Chalmers in the exquisite and extremely popular Persian designs—marvels of beauty—very desirable for a Dressy Waist or Dainty Wrapper. Actual value 25c. Pay-day bargain price only half, 12 1/2c.

3 1/2c per yard, 1,000 yards of Good Bleached Checks, in the pretty, small and medium checks, so desirable for little people's wear. This lot represents the best 10c Nainsook Checks in Roanoke. Marked down for pay-day week to 3 1/2c.

7 1/2c per yard, 1,250 yards fine grade Nainsook Checks, in the pretty, small and medium checks, so desirable for little people's wear. This lot represents the best 10c Nainsook Checks in Roanoke. Marked down for pay-day week to 7 1/2c.

9c and 11c per yard, two lots of first-class Indigo Blue Denim for Overalls. We can assure our friends that these two lots represent values seldom if ever found in this class of goods.

50c per pair, about twenty pairs of Lace Curtains, three yards long, just about what our dealers will charge you 75c for. We have many things of special value in this department which lack of space forbids mentioning here. Ask to see "Bargains in Lace Curtains."

each, 60 heavy opaque Spring Roller Window Shades in a dozen different colors. Value everywhere 42c each. Our price 25c each.

30 best grade Shades, with a nice linen fringe across the bottom, only 37 1/2c each.

39c per yard, Fine Black Corduroy, that was taken from the N. & W. wreck, all in perfect condition, actually cannot be bought at regular value for less than 75c. We are selling it every day for Ladies' suits, (skirt and jacket). It is the "fad," you know, just now in the larger cities. All the men want it for bicycle breeches. The boys want it for pants they can't wear out. Only 39c.

12 1/2c big lot of the new White Belfast Duck. Looks just like the pure linen duck. We also have about twenty pieces more of that elegant White Duck at 10c to supply next week's demand.

\$1.98 per dozen, twenty dozen large Dinner Napkins, full 4 size, very fine linen and beautifully finished. By comparison at other stores you will be convinced that these would be good value at \$2.75 per dozen. By the way, you are ought to take a look at our new line of Napkins. There are many special values.

FANS! KEEP COOL!

Our big stock of Japanese Folding Fans will go at almost "give away" prices:

At 2c each, balance of 5c and 5c ones.

At 5c each, all the 10c, 15c and 17c ones—black and colors.

At 12 1/2c each, the magnificent line of 25c ones.

DRESS GOODS.

Prices in this department have been terribly wrecked. Goods must and will be moved to make room for early fall stock.

19c One lot 54-inch Half-wool Bicycle Sating; really cheap at 39c; from the N. & W. wreck; only 19c.

25c One lot 52-inch absolute all-wool Dress Goods. Never before known less than 50c. We make the price just one-half, 25c; a great bargain.

25c One lot all-wool Novelty Dress Goods. Never before less than 39c; also one lot Selge Dress Goods, that pretty mixed goods like your grandmamma used to wear, always sells at 50c; all nice, clean stock; now only 25c.

33c One lot 54-inch and Wool Dress Goods; also one lot pretty little checked French Serges for children's wear; all 40 inches wide. Nothing in the line ever sold for less than 50c before; now 33c.

Balance of those pretty Black Dotted Swisses to be cleared away; 33c ones for 25c; 25c ones for 20c.

Black Organdie, 3 yards wide; 50c grade reduced to 39c; 63 1/2c grade reduced to 45c.

Past Black India Linens, 10c and 12 1/2c.

Black Checked Muslins, to close, 7 1/2c.

SUMMER BLACK GOODS.

Balance of those pretty Black Dotted Swisses to be cleared away; 33c ones for 25c; 25c ones for 20c.

Black Organdie, 3 yards wide; 50c grade reduced to 39c; 63 1/2c grade reduced to 45c.

Past Black India Linens, 10c and 12 1/2c.

Black Checked Muslins, to close, 7 1/2c.

FOR MEN ONLY.

One lot finest grade French Balbriggan Shirts and Drawers, 30c; former price \$1 to \$1.50 apiece. Drawers in sizes 30, 34, 36 and 38; Shirts 34, 36 and 44. This lot of \$1 and \$1.50 Shirts and Drawers to be sacrificed at only 30c apiece.

One lot fine Checked Nainsook Drawers, cool and elegant for warm weather wear. Sizes 30-31, 33-34, 42-43, 44-45. These have never been sold for less than 50c a pair. To be closed out at only half price, 25c a pair.

Twelve dozen pairs "The Wizard" Cuff Holders, the best cuff holder in the world, to be sold for 7c a pair.

Gents' Silk Garters, in all colors, only 10c a pair. Worth 20c.

At 35cents per dozen, or 19c per half dozen, about fifty dozen more Gents' 4 ply Linen. Colors, all clean and in good condition; actual value \$1.50 per dozen.

At 12 1/2c each, one lot Men's Fine Polished Tan Leather Belts. The best 25c kind.

TRUNKS AGAIN.

We have just received another great cargo of Trunks—the kind that are put together to stay. The pretty part about our Trunk business is our prices. You would be amazed to know how many Trunks we sell—more than all the other dealers combined. Our prices do it. We deliver them to all parts of the city free.

TOILET PAPER.

1,000 rolls Perforated Roll Toilet Paper, high grade, medicated, only 5c a roll or 55c a dozen rolls.

Ten cases pure Manila Tissue Toilet Paper in packages, 5c a package, or 50c per dozen packages.

MISCELLANEOUS.

One lot Bureau and Tidy Scrims, value 25c per yard; from the N. & W. wreck; only 10c.

Beautiful Japanese Gold Printed Draperies, 12 1/2c; worth 19c.

One piece Flank Drapery, gold printed, slightly damaged 7c per yard.

27-inch Domet Flannel, looks like double-faced Canton—nice summer weight—only 4c.

32-inch Lonsdale Cambric, worth at other stores 8c, for 5c.

12 dozen (all in stock) Bleached Bath Towels, good at 8c, to go for 5c each, or 6c a dozen.

WATT, RETTEW & CLAY.

THE BUGLE CALL! BARGAINS GROWING GREATER!

THE TRUTH REALIZED!

Enthusiastic Hundreds Testify

To the truth of my announcement. I will vacate the store and close the business by October 1st. Every visitor entranced by the marvelous bargains secured. There is a pronounced reason for my doing more than my customary amount of business. It lies in the fact that I do not intend to move one dollar's worth of stock, and positively intend to vacate the store October 1st; and to accomplish this end I am enlivening the business with bargains so strong, so stimulating, so full of money-saving, that every

one feels a decided personal interest to secure some of them. The desire to close this business October 1st grows stronger over me, and though it is not characteristic to keep business increasing in mid-summer, yet day after day my sales grow larger, because the bargains grow bigger—showing the fact that the good people of Roanoke and the surrounding section are securing Bargains in Clothing and Furnishing Goods unapproachable in the history of our city. It is a fact that I offer better goods for less money than any other store in the city of Roanoke. Call and inspect the goods

NOTE THE FURTHER REDUCTION IN PRICES:

The celebrated Keiser Imported Collar. Sold in this city and all over the United States for 25c. Our closing price, two for 25c.

Twenty-five dozen Rex brand Cuffs, link and plain, always sell for 20c per pair. Our closing price, 11c per pair. Not more than six pairs to each purchaser.

Seventy-five Boys' Suits that sold for \$2.50, \$3 \$3.50, \$4 and \$5—sizes 4, 5, 6, 7 and 8. Our closing price, \$1.10.

Five dozen celebrated Gracelin O. Tan Winchester Gloves—the \$1.25 and \$1.50 quality. Our closing price, 63c. All sizes.

"E. & W." Collars, with name extracted. Sold everywhere for 25c. Our closing price 1c. Not more than eight to one purchaser.

Thirteen dozen White Silk Initial Handkerchiefs that sold for 50c each. Our closing price, 25c.

The celebrated Eclipse Shirts, lot No. 631, that sell in this city for \$1 and \$1.25. Our closing price, 63c.

Fifteen dozen Black and Tan Half Hose, the regular 20c quality. Our closing price, 9c a pair. Not more than six pairs to each customer.

The celebrated Manhattan Shirts, plain and pleated—the \$1.50 quality. Our closing price, 88c.

About thirty dozen Men's French Balbriggan Shirts—the regular 40c quality. Our closing price, 23c.

Twenty dozen Men's and Boys' Teck Scarfs that sold for 25c and 35c. Our closing price, 17c.

Thirty-five Valises that sold for \$2, \$2.50, \$3 and \$4. Our closing price, \$1.95.

Fifty Boys' Long Pants Suits that sold for \$4, \$5 and \$6. Our closing price, \$3.95.

Thirty-five dozen Men's Handkerchiefs—the 15c quality. Our closing price, 9c.

150 pairs Men's Trousers that sold for \$1.25, \$1.50 and \$2. Our closing price, 77c.

100 Men's Suits that sold for \$22 and \$25. Our closing price, \$9.75.

100 Men's Suits that sold for \$3 \$10 and \$12. Our closing price, \$4.75.

100 Men's Suits that sold for \$14 \$18 and \$20. Our closing price, \$6.75.

Come With the Crowd, Come where Clothing prices are unmatched. It means more work and less pay for me, but I am satisfied, that is, I must be. No reward to dealers to attempt to imitate this announcement—which is every word truthful. Extra salesmen on hand, so every one can be waited on.

28 Salem Ave.

JOSEPH COHN.